Trend Redirector

- What is the biggest way to detour shoplifting…Customer Service
- What is the biggest way to detour attrition…Same
- We need to focus on Customer Service:
  - How can I help
  - What can I do for you
  - Is there anything you need

Trend Redirect

- SM Programs to Indicators Crosswalk
- Our job is to know, understand and implement the counter tool
- Training this year will consist of learning these tools
- Apply the tool to counter trends identified by DSRO, Interviews and Surveys.

At-Risk

- Any Soldier who misses a drill, unexcused or excused
  - Contact the Soldier to ensure active participation and intention; different approach for excused vs unexcused
  - Contact, not just message should be made within a week of drill by phone, in-person or email
  - Use potential No-Val as guide
  - AWOL Soldiers and Abatement program